

AUTOMOBILES

FOSHIER TAKES OVER PATHFINDER

Vice President Stalnaker Declares Omaha Man is Best Known Dealer in Country.

CREDITS SUCCESS TO PAPERS

"W. E. Foshier of Omaha is one automobile dealer with a national reputation," says W. E. Stalnaker, vice president and director of sales of the Pathfinder company, Indianapolis, manufacturer of the twin six and single six cars. "Mr. Foshier, who has been in the automobile business in Omaha for the last four years, spent several days last week at the Pathfinder factory, Indianapolis, and signed a large contract for the sale of the Pathfinder twin six in the Omaha territory. He is probably the best known automobile retail dealer in the United States. I know that Mr. Foshier is better known in New York City and in Dallas, Tex., than many of the factory officials themselves. He has always attended the big national automobile shows in New York and Chicago and has taken an active interest in motor car affairs of all kinds. Engineers have consulted with him and in this way found out what the people were demanding in motor car construction."

Mr. Foshier handled several hundred Carter cars in one year, while distributing this car. He has 100 sub-dealers and has one of the best service departments in the country today. He controls more territory than any other country dealer or distributor in the country.

Advertising Makes Success. "I give a great deal of credit for my success," says Mr. Foshier, "to newspapers. I believe in newspaper advertising and newspaper publicity. I know that the automobile owner reads the automobile columns in the newspapers and they like to see their cars talked about. Newspapers can make any retail automobile business, and I believe that any automobile dealer who does not tell the people regarding his product through the newspaper columns can not hope to build up a business in these days of keen competition."

Mr. Foshier spent the last two weeks visiting the automobile factories in Michigan, Indiana and Ohio and signed the Pathfinder contract at this time. This contract is one of the largest that has been closed this year by any manufacturer and according to all reports the

WELL KNOWN DEALER GETS AGENCY FOR PATHFINDER.



W. E. FOSHIER

First Pathfinder twin six will arrive in Omaha early in September.

New Allen Machine is Just Received by Omaha Sales Agency

The Standard Motor Car company is showing the 1916 Allen car, which has just arrived. That it is a beautiful and well built car is conceded by everyone who has seen it. Next to its handsome boat effect lines and the rich dark green finish, one notices at once the roomy body, especially the driver's seat, which will hold two large people comfortably, and the long fifty-five-inch underslung rear springs, which the Allen people claim makes its smooth and joltless riding unexcelled. The instrument board arrangement is compact and handy. The equipment of the Allen is surprising.

Jones Wants Calvo.

Fleider Jones, manager of the St. Louis Federals, is negotiating with J. Calvo, the clever center fielder of the Long Branch team, who was with the Washington Americans last season.

HARKNESS SUCCEEDS FISHER

Son of Late Standard Oil Magnate is Made President of Sheepshead Bay Speedway.

HOLDS SEVERAL AUTO RECORDS

Harry S. Harkness has been elected president of the Sheepshead Bay Speedway corporation in place of Carl G. Fisher, who resigned owing to the demands of his business interests in Indianapolis and Miami, Fla. Mr. Harkness is the only son of L. V. Harkness, a Standard Oil magnate, who died last January, leaving him a colossal fortune. It was natural that the Sheepshead Bay speedway project should have appealed to Mr. Harkness, for in the early days of motor racing, from 1905 to 1908, he was one of its most conspicuous figures. In those days he was a frequent contender against Alexander Winton and the late Albert C. Bostwick in track races. Later, on road and hill, he made records that have never since been beaten.

Starting from the Boston Athletic club on June 6, 1909, in the early hours of the morning in his big Mercedes car, he made the 27 1/2-mile run to the Central bridge at the beginning of Jerome avenue, in 5 hours 38 minutes. This still stands as the Boston to New York record.

Mr. Harkness, however, is probably best known to motorists by reason of his wonderful "climb to the clouds." On July 18, 1908, he made the steep, tortuous, in his Mercedes in 24 minutes 37 1/2 seconds, distancing all competitors. This is still the record.

It is not improbable that President Harkness will be represented by a racing car in the contest for the Vincent Astor cup on October 2.

Advertisements Bring Inquiries

H. C. Russell, who has recently come to Omaha from the Overland factory to accept the position of manager of the Overland Omaha Automobile company, has received an interesting statement from the factory regarding advertising.

A report which has been compiled at the Overland factory shows that 35,416 inquiries have been received in response to advertisements during the last twenty-six days.

Mr. Russell has taken the place of E. E. Feazel, who recently went to Hialeah to take charge of the Overland distribution there. Mr. Feazel will be under the jurisdiction of the Omaha office.

Gossip Along the Automobile Row

Stearns Knight enthusiasts will be interested in knowing that a shipment of 1916 cars has arrived and is ready for delivery.

Mr. Mockler, who travels for the McIntyre Auto company, reports a much better crop outlook in Nebraska than has been previously reported. He also reports growing enthusiasm over the Stearns Knight.

A Stubbs, a garage man at 230 Leavenworth, this week purchased a 1916 Kissel for a pleasure car.

T. M. Brownell, sales manager of the Oldsmobile Sales company, states that he has been at a loss to know what to tell the factory about the local requirements of Oldsmobiles. Notwithstanding the fact that the Olds Motor works has shipped to Omaha four more carloads in the last two weeks than the allotment for this territory for this period, there were three days last week when the local office was entirely out of stock except one roadster. Shipments have now been increased to one carload a day for this territory, three carloads having been received in Omaha Thursday, Friday and Saturday. Four other carloads were diverted direct to sub-dealers of the Oldsmobile Sales company, making a total of seven carloads in one week handled through the Omaha branch.

Vice President and Assistant General Manager C. A. Pfeffer of the Chalmers Motor company, announces that the seven-passenger Chalmers Six-40, is breaking all previous sales records for the Chalmers Motor company. Especially through the east, this car has met an enthusiastic reception. During the week of August 23, two train-loads of Chalmers cars were shipped to the Chalmers Motor company of New York, indicating the decided quantity trend of the Chalmers production for 1916.

The Nonpareil laundry, located at 1708 Vinton street, has purchased a new Buick 1900 pound truck in order to handle the steady increase of business in the city. This truck is a 1916 model and enables them to give better service to their customers. Mr. Shedel, manager of the company, declares that the Buick "16" is the best ever.

Saxon Sales Show Big Increase for July of This Year

According to information given out yesterday by Percy Owen, vice president in charge of sales, the Saxon Motor company's business for July was almost double that of the same period a year ago. The month showed 90 per cent greater sales in point of number of cars and considerably more than that in point of their value. The fact that many of the orders received specified the six-cylinder model, whereas a year ago the Saxon company was building only four-cylinder roadsters partly accounts for the large proportionate increase in volume of business.

As an indication of the prosperous condition of the Saxon Motor company, orders on one day recently totaled 400 of the six-cylinder touring and four-cylinder roadster models.

Fisk Expert Says Omaha Better City Than Minneapolis

Fred Ayres, New England district manager for the Fisk Rubber company, was in Omaha Thursday with J. D. Anderson, assistant to the president of the company. Both of them expressed considerable surprise at the lively condition of business in Omaha.

"Omaha is a better town than Minneapolis," said Mr. Ayres, "and is showing up better just at present than almost any other city in the country."

The two officials have been on a business tour of the middle west, and both said that they considered the Twin Cities very much overrated.

Butler All-Steel Garage

Portable, cheapest, easiest to put up, attractive in appearance, a 12 x 12, fire-proof, saves its cost in rental in about time. A useful building on any place. 10x14 feet for Small Car. Ask for booklet and price on larger sizes. BUTLER BFG. Co., 222 Butler Bldg., Kansas City, Mo.

R. & R. FLEXIBLE RIDER



FREE TO FORD CAR OWNERS

Because They Save More Than Their Cost on Tires Alone AND MAKES A FORD CAR AS EASY RIDING AS A PACKARD. MAKES BOULEVARDS OF ROUGH COUNTRY ROADS. NOW SELLING 500 SETS PER DAY.

See Our Starters for Ford Cars, \$10 Live Agents Wanted. Phone for Demonstration.

PHILLIPS & BETZ 411 BEE BLDG. PHONE DOUGLAS 4397. OMAHA, NEB.

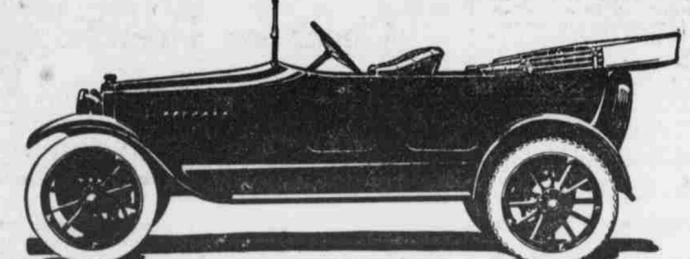
Built Up To a Standard; Not Down To a Price

Stearns-Knight The Ultimate Car \$1395.00 F. O. B. Cleveland.

FIRST IN QUALITY FIRST IN SERVICE FIRST IN THE HEART OF MOTORISTS McINTYRE AUTO CO. Phone Douglas 2406 2427 Farnam St.

SAXON "SIX"

A big touring car for five people



Four New Ideas

- Today there are four new ideas in motor car design:
 - Light weight
 - High speed motor
 - Yacht-line body
 - Increased riding comfort for all passengers
- All of these modern ideas you find incorporated under the Saxon "Six."
- Light weight comes from right design and right materials. Nickel steel in axles, steering gear and other vital parts is lighter and stronger than ordinary carbon steel. Vanadium steel, not only makes better springs, but reduces their weight.
- Saxon high speed motor design gets more power with less gas out of a small motor than men used to get out of big, heavy motors. Besides, this is a six-cylinder motor—with the even pull and marvelous flexibility that only a "Six" can give. Except for starting the car, gear shifting is practically unknown to Saxon "Six" owners.
- The yacht-line body of Saxon "Six" exemplifies the latest motor car fashion. Its very lines suggest swift, easy, motion.
- Riding comfort for all five passengers is found in the exceptional roominess of tonneau and driving compartment. Long, resilient cantilever springs make rough roads easy.
- If you seek speed—Saxon "Six" has it. This car ran 490 miles from Los Angeles to San Francisco in 13 1/2 hours—15 minutes faster than the "Lark," the Southern Pacific's fastest train.
- If you seek power—Saxon "Six" has demonstrated it on every famous testing hill in the country. At Uniontown, Pa. it climbed the twisting three-mile mountain road in four minutes and four seconds, defeating all cars in its price class.
- If you seek economy—Saxon "Six" has it. 105 "Sixes" driven home from the factory by dealers covered 26,360 miles and averaged 21 miles to the gallon.
- Today in your touring car of course you want a "Six." Don't try to be content with less, when you can enjoy "Six" luxury in a well-proved Saxon for \$1785.
- Electric starting and lighting; demountable rims; Timken axles; 112-inch wheelbase; 32x3 1/2-inch tires, non-skid in rear.

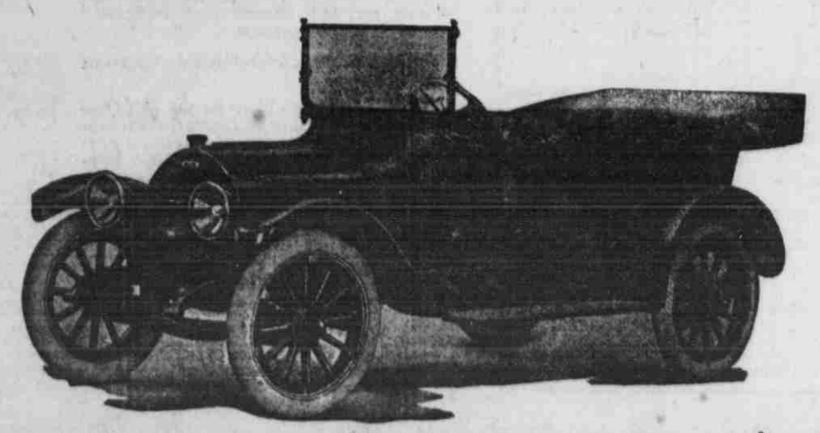


Saxon "Six" 785 Saxon Motor Company, Detroit. Saxon Roadster \$1785

Secure this valuable agency for your territory at once NOYES-KILLY MOTOR CO., Distributors 2066-68 Farnam St., Omaha, Neb.

ANNOUNCING THE 1916 DRUMMOND

FOUR CYLINDER \$1,095 F. O. B. Omaha
SIX CYLINDER \$1,275 F. O. B. Omaha



Both the Drummond Four and Six abound in Comfort, Refinement and Power. Made up of the best standard parts and units known in automobile construction, the Drummond presents an unusual value. We are sure there is no other car at the price which can offer as much quality or efficiency. You are cordially invited to inspect and ride in these new models.

IMMEDIATE DELIVERY

WE WANT LIVE DEALERS EVERYWHERE

DRUMMOND MOTOR COMPANY

26th and Farnam Omaha, Nebr.

Advertise lost articles in The Bee. Most people are honest and this is the only way the finder can locate you.